Glacier NATIONAL PARK



TOURIST SUR VE MONTAINA STATE LIBRARY 930 East Lyndaic Avenue

Cover Photo--

East Approach to Logan Pass

Color Photos and Plates Courtesy of Great Northern Railway



GLACIER NATIONAL PARK TOURIST SURVEY

Conducted By

MONTANA STATE HIGHWAY COMMISSION PLANNING SURVEY

In Cooperation With

U. S. DEPARTMENT OF COMMERCE
BUREAU OF PUBLIC ROADS

and

U. S. DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

Summer of 1951





Interviewers in Action at West Glacier Entrance



Glacier Visitors Were Interviewed at Four Stations

TABLE OF CONTENTS

Foreword	4
History of Glacier National Park	5
Survey Procedure	6
Park Visitors by Years	9
Official Guide Map of Glacier National Park	10
Traffic Flow Map of Glacier National Park	11
Percentage Distribution of Park Visitors by States	12
Map Showing Percentage Distribution of Park Visitors by Origin	14-15
Automobile Passenger Statistics	17-20
Bus Passenger Statistics	22
Summary—All Visitors	23
Daily Traffic Variation—West Glacier Entrance	24
Hourly Traffic Variation—West Glacier Entrance	25
Monthly Traffic Variation—Going to The Sun Highway	26
Automobile Passenger Questionnaire	27
Rue Passenger Questionnaire	28

FOREWORD

Glacier National Park beckons to the tourist who longs for a new adventure in an area that nature has magnificently fashioned in rugged character. Men and women fatigued by the pace of today's living, may find in this park a new freedom of spirit, a renewed sanity and a finer philosophy of life.

Prior to the middle 30's, Glacier was little known and little visited. Most people came by train and traveled through the park on foot or on horseback. There was no highway connecting the east and west sides of the park and motorists either had to ship their cars by train to get from one side of the park to the other or travel a roundabout route through Misseula, Montana.

With the completion of U. S. Highway 2 in 1930 along the southern border of the park, and the opening of Going-to-the-Sun Highway across the park in 1933, travel for the first time reached the 100,000 mark. Since then, with the exception of the war years, park travel has climbed rapidly to the present 1951 record high of 500,125 visitors.

Agencies engaged in planning future facilities are particularly interested in these tourists, in their travel habits, their likes and dislikes, and the extent and cost of their trips. A tourist survey of Glacier National Park was therefore initiated in July of 1951, and it is through this medium that the data contained in this report were obtained.

The factual evidence derived from this study will tend to emphasize the needs so that future planning may produce the ultimate in any facility designed to meet the demands of an ever-expanding tourist trade.

The economic value to the park and Montana of the half million persons who visited Glacier National Park during 1951 has been summarized, but the total value of an outstanding scenic wilderness cannot be expressed in monetary terms alone as there is no yard stick for measuring aesthetic and inspirational values.

HISTORY OF GLACIER NATIONAL PARK

In a world beset with iron curtains, cold wars, suspicions and animosities, it is a great source of satisfaction to the millions of Americans and Canadians to note their unfortified international boundary. This mutual understanding is embodied in a joint undertaking—the Waterton-Glacier International Peace Park—one of the great playgrounds of the North American continent.

This International Peace Park was established in 1932 by presidential proclamation, as authorized by the Congress of the United States and Canadian Parliament.

To the dedication exercises in June, 1932, the President of the United States sent the following message:

"The dedication of the Waterton-Glacier International Peace Park is a further gesture of the good will that has so long blessed our relations with our Canadian neighbors, and I am gratified by the hope and the faith that it will forever be an appropriate symbol of permanent peace and friendship."

Establishment of the international park on the roof of the continental divide followed by 22 years the creation of Glacier as a national park. Glowing reports of early explorers such as George Bird Grinnell led to agitation for the creation of a national park of this mountain fastness. It became a national park officially on May 11, 1910 by act of Congress.

Any history of Glacier National Park must begin with the Indians. They knew of the blue Mc-Donald and St. Mary's lakes long before Lewis and Clark showed on the Montana scene. There are many Blackfeet legends about Glacier which this tribe held in awe. Across Glacier's trails came western Indians to hunt for buffalo on the plains; in its cool, mountain uplands Indians fished, hunted and found reliaf from the summer heat.

Following the Indians came explorers, mountain men, fur traders, trappers, and missionaries. Then came the pioneers, the prospectors, the miners, the traders, and now the fourists.

Glacier National Park is chiefly remarkable for its picturesque glaciated peaks, its glistening mountain glaciers, the bold massiveness of its mountain ranges, its glacier-scarred gigantic precipices, the beauty of its two hundred or more lakes cradled in deep glacial formed valleys, the luxuriance of its varied flora, and scope of its vertebrate fauna. The great abundance and unique blending of these specific elements of scenic and scientific values give the park its marked individuality.

Termed an outdoor university, Glacier appeals to people in all walks of life. Scientists regard it as an ideal laboratory for studying geological, biological and ecological changes under natural conditions. Park wildlife, unaffected by control of man, can be studied. To the artist and photographer Glacier presents wilderness mountain beauty and coloring that is treathtaking to behold and a challenge to capture.

Truly the Waterton-Glacier International Peace Park is Nature's enduring monument to the International States.

SURVEY PROCEDURE

Realizing that catering to the needs of tourists is fast becoming one of Montana's leading industries, the State Highway Commission agreed to cooperate with the National Park Service in conducting a tourist study in Glacier National Park during the summer of 1951.

The principal objectives of the study were to determine the economic value of the approximately one half million tourists who annually visit Glacier National Park and to obtain certain data concerning their travel habits which could be used as a basis for future planning.

Actual procedure employed in the field was to personally interview outbound motorists at the following four stations:

Station No. 1 Going-to-the-Sun Highway near West Glacier Entrance.

Station No. 2 Going-to-the-Sun Highway near St. Mary's Entrance.

Station No. 3 Many Glacier Highway Near Park Boundary.

Station No. 4 Chief Mountain Highway (Mont. 17) West of the Junction with US. 89.

Each of the four stations was operated for an eight hour period on a weekday in July, August, and September and in addition Station No. 1 near the West Glacier Entrance was operated for eight hours on a Saturday and Sunday in August. A total of 3283 usable interviews was obtained at all stations from the three monthly periods of operation. This total represents 69.8 per cent of the one-way traffic during the hours that the interviews were being conducted.

To determine the economic effect of Park visitors arriving by bus, arrangements were made with the Glacier Park Transportation Company to pass out questionnaire cards to all bus passengers entering the Park on the same days each month as the automobile passengers were interviewed. Those who received these cards were instructed to fill them out and return them to the driver when they boarded a bus to leave the Park. Two hundred thirty cards were returned for processing. A sample of both the bus passenger and automobile passenger questionnaires is included in this report.

Hourly recording machine counts were taken at all interview stations and at various other selected locations for at least 24 hours each month. These counts were used as a basis for determining the percentage of interviews as well as supplementing numerous Park Service counts in developing a traffic flow map of the area.

Data obtained in this study were expanded to the official travel figures compiled by the National Park Service for the travel season of 1951.

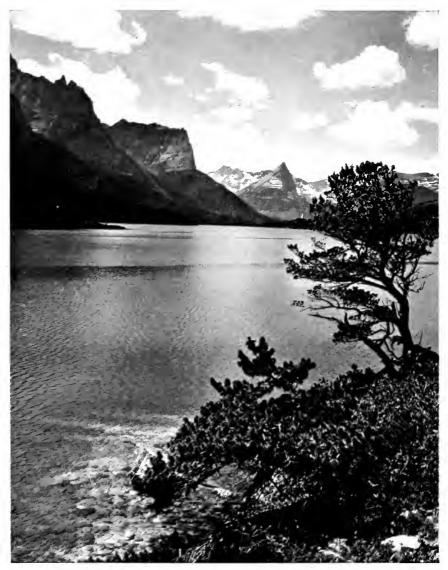


A Going-to-the-Sun Highway Vista



-Peterson Photo

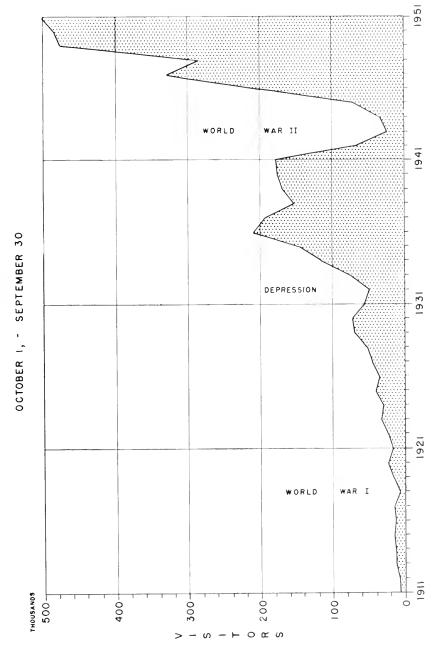
The Weeping Wall



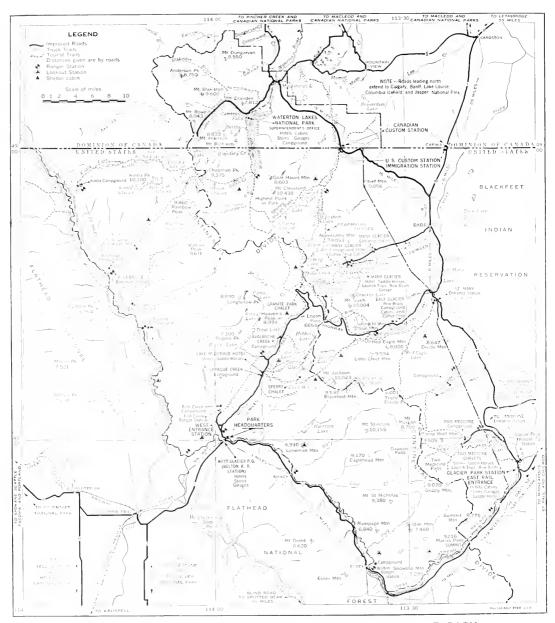
—Great Northern Ry. Photo

Upper Lake St. Mary

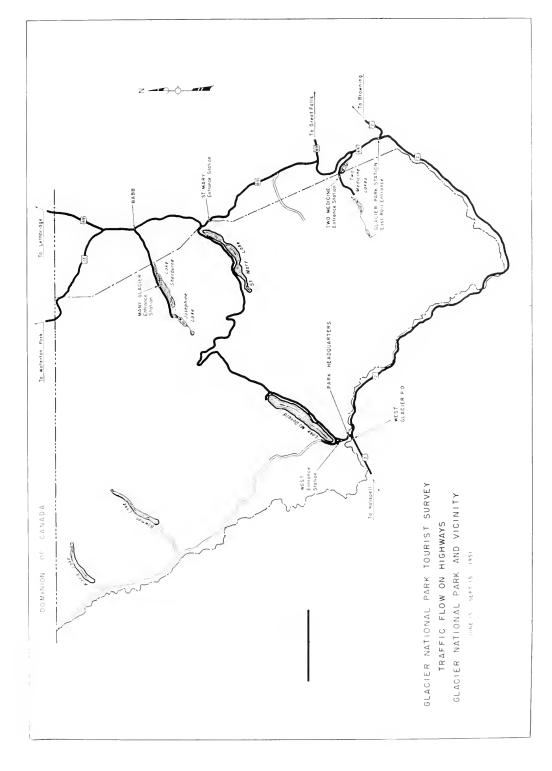
GLACIER NATIONAL PARK TOURIST SURVEY VISITOR RECORD BY YEARS 1911 - 1951



YEARS



GUIDE MAP OF WATERTON-GLACIER INTERNATIONAL PEACE PARK



PERCENTAGE DISTRIBUTION OF AUTOMOBILE TRAVEL TO GLACIER NATIONAL PARK BY STATES 1951 SEASON

	Percent			Percent
Alabama	0.06	New Mexico		0.24
Arizona	0.39	New Jersey		0.73
Arkansas	0.07	New Hampshire		0.03
California	9.84	New York		1.56
Colorado	1.13	North Carolina		0.10
Connecticut	0.25	North Dakota		1.82
Delaware	0.05	Ohio		1.73
District of Columbia	0.14	Oklahoma		0.40
Florida	0.38	Oregon		3.72
Georgia	0.11	Pennsylvania		0.87
Idaho	2.69	Rhode Island		0.03
Illinais	3.7 5	South Carolina		0.04
Indiana	1.16	South Dakota		0.54
lowa	1.45	Tennessee		0.14
Kansas	0.70	Texas		1.45
Kentucky	0.12	Utah		1.73
Louisiana	0.14	Vermont .		0.02
Maine .	0.05	Virginia		0.20
Maryland	0.25	Washington		9.46
Massachusetts	0.43	West Virginia		0.06
Michigan	2.48	Wisconsin		2.19
Minnesota .	4.48	Wyoming		0.57
Mississippi	0.05	Alaska		0.21
Missouri	0.94	Hawaii		0.09
Montana	23.31	Canada		16.64
Nebraska	0.71	Other Foreign Coun	tries	0.09
Nevada	0.21	Total		100.00



Glacier's Famed Rocky Mountain Goat

-Mel Ruder Photo

Logan
Pass
Atop
Continental
Divide



-Great Northern Photo

GLACIER NATIONAL PERCENTAGE DISTRIBU BY

WASH GLACIER NAT'L NORTH DAKOT MONTANA OREGON IDAHO OCEAN SOUTH DAKOT WYOMING NEBRASKA NEVADA PACIFIC UTAH COLORADO KANS CALIF. ARIZONA NEW MEXICO М T E X X

K TOURIST SURVEY
N OF PARK VISITORS
GIN





—Lacy Photo

Fishing at Bowman Lake



-Great Northern Ry. Photo

Sperry Glacier

Typical Mountain Scenery

GLACIER GRANDEUR



—Great Northern Photo

Dawn Mist Falls



-Lacy Photo

AUTOMOBILE PASSENGER STATISTICS

The information obtained from any survey of this type could be summarized in a number of different ways. However, the economic value of the park visitor to Glacier National Park and the surrounding State of Montana was considered to be of prime importance and the following tabulations reflect this importance.

TABLE NO. 1—NUMBER OF PERSONS PER VEHICLE, PERCENT OF TRAVEL, AND AVERAGE LENGTH OF ROUND TRIP BY TRIP PURPOSE.

TRIP PURPOSE	NO. IN VEHICLE	PERCENT OF TRAVEL	AVERAGE LENGTH O	F ROUND TRIP
Visit Park	3.3	31.1	2,862	16.6
General Vacation	3.2	58.1	4,190	23.7
Business	2.5	4.0	3,214	20.4
Shortest Route	3.2	5.1	3,494	19.1
Other	2.9	1.7	3,287	19.3
All Visitors	3.2	100.0	3,683	21.1

It will be noted that 31.1 percent of those interviewed came to visit Glacier Park as the principal purpose of their trip **from home.** Vacation and to visit friends or relatives were combined under the heading of "General Vacation" because of the overlaps in these purposes. The figure 3.2 persons per automobile obtained from the survey is slightly lower than a similar figure of 3.6 persons released by the Park Service for the entire season based on first entry permits sold.

TABLE NO. 2—AVERAGE LENGTH OF STAY IN GLACIER NATIONAL PARK AND IN MONTANA. BY TRIP PURPOSE AND THE PERCENT OF GLACIER NATIONAL PARK VISITORS THAT WILL OR DID VISIT YELLOWSTONE NATIONAL PARK.

TRIP PURPOSE	LENGTH OF ST. G. PARK	AY (NIGHTS) MONT.*	WILL OR I YES °.	DID VISIT YELLOV NO °.	VSTONE PARK UNDECIDED .
Visit Park	2.3	4.7	28.6	70.8	0.6
General Vacation	1.7	4.7	42.6	57.0	0.4
Business	2.7	8.1	24.1	72.2	0.7
Shortest Route	0.4	2.1	23.5	74.7	1.8
Other	1.1	3.6	32.7	63.6	3.7
All Visitors	1.8	4.6	36.4	63.0	0.6

^{*} Including Glacier National Park.

The average number of nights shown as spent in the Park includes 53.4 percent of the total visitors who **did not** stay overnight in the Park.

AUTOMOBILE PASSENGER STATISTICS

TABLE NO. 3—AVERAGE TOTAL EXPENDITURES PER CAR PARTY IN GLACIER NATIONAL PARK BY MONTHS, AND TRIP PURPOSE, AND BY MONTANA AND OUT OF STATE VISITORS.

		MONTHLY AVERAGE			SEASONAL AVERAGE		
TRIF PURPOSE	JULY	AUGUST	SEPTEMBER	OUT OF STATE	MONT.	ALL VISITORS	
Visit Park	\$28.45	\$42.99	\$20.14	\$33.22	\$21.67	\$29.35	
General Vacation	17.43	31.23	16.47	22.94	13.97	21.88	
Business	28.31	51.64	18.03	39.44	15.26	31.62	
Shortest Route	5.95	5.05	6.07	6.26	2.44	5.85	
Other	15.08	27.28	14.83	17.74	10.67	16.58	
All Visitors	\$21.73	\$32.67	\$16.55	\$25.12	\$17.81	\$23.70	

TABLE NO. 4—AVERAGE TOTAL EXPENDITURE PER CAR PARTY IN MONTANA* BY MONTHS AND TRIP PURPOSE.

TRIP PURPOSE	JULY AVERAGE	AUGUST AVERAGE	SEPTEMBER AVERAGE	SEASONAL AVERAGE
Visit Park	\$ 78.43	\$111.35	\$67.77	\$80.73
General Vacation	75.99	93.66	77.62	81.81
Business .	110.85	181.09	73.81	119.43
Shortest Route	40.26	61.90	60.13	44.80
Other	79.33	65.00	84.18	78.56
All Visitors	\$75.98	\$ 97.36	\$75.84	\$81.07

TABLE NO. 5—TOTAL NUMBER OF PASSENGER CARS, TOTAL EXPENDITURE PER CAR PARTY AND AVERAGE DAILY EXPENDITURE PER PERSON IN GLACIER NATIONAL PARK AND MONTANA* BY TRIP PURPOSE.

TRIP	PERCENT OF TOTAL	NUMBER OF	ITURE PER	AL EXPENDI- CAR PARTY	ITURE P	ILY EXPENDI ER PERSON
PURPOSE	TRAVEL	VEHICLES	G. PARK	*MONTANA	G. PARK	'MONTANA
Visit Park	31.1	45,226	\$29.35	\$ 80.73	\$3.84	\$5.16
General Vacation	58.1	84,519	21.88	81.81	4.07	5.51
Business	4.0	5,890	31.62	119.43	4.60	5.79
Shortest Route	5.1	7,358	5.85	44.80	4.63	6.74
Other	1.7	2,429	16.58	78.56	5.25	7.60
Total	100.0	145,422 **	\$23.70	\$ 81.07	\$4.12	\$5.52

^{*} Including Glacier National Park.

^{**} Official Park Service Entrance Data.



—Great Northern Ry. Photo

Riders Pause at Swiftcurrent Lake



—Hungry Horse News Photo

Mr. Bruin Stops Traffic Below Garden Wall

AUTOMOBILE PASSENGER STATISTICS

TABLE NO. 6—THE PERCENT OF PARK VISITORS USING EACH TYPE OF ACCOMMODATIONS IN OR NEAR GLACIER NATIONAL PARK AND AVERAGE EXPENDITURE PER PERSON PER DAY IN MONTANA BY ACCOMMODATIONS USED.

THIF PURPOSE	CABINS OR MOTELS	HOTELS	TOURIST HOMES	TRAILERS	CAMPING	FRIENDS OR RELATIVES
Visit Park	57.7	13.8	0.7	4.2	18.0	5.6
General Vacation	60.7	13.5	4.4	4.5	13.4	7.5
Business	46.1	26.9	0.9	4.3	14.8	7.0
Shortest Route	61.9	17.5	0.0	4.5	10.3	5.8
Other	56.0	18.0	2.0	6.0	14.0	4.0
PERCENT ALL VISITORS	59.2	14.4	0.5	4.5	14.6	6.8
AVERAGE EXPENDITURE PER PERSON	.\$5.92	\$7.67	\$7.61	\$3.73	\$3.64	\$3.25

The above tabulation does not include 9.6% of the total number interviewed who made one day round trips from their homes to the park and therefore did not use any overnight accommodations on the trip.

PRINCIPAL OVERNIGHT STOPPING POINTS THE NIGHT BEFORE ENTERING GLACIER NATIONAL PARK.

	Percent		Percent
Kalispell	9.43	Cut Bank	2.21
Great Falls	5.39	West Glacier	1.93
	4.45	Whitefish	1.62
St. Mary's	4.32	Polson	1.56
Browning	3.95	Columbia Falls	
Missoula	3.30	Other Montana Cities	26.53
East Glacier Park	3.28	Out of State	8.40
Helena	3.21	Other Canadian Cities .	13.61
CO1	2.58	Nat Stated	0.59
	2.64		
1		Total	100.00

PRINCIPAL OVERNIGHT STOPPING POINTS THE NIGHT AFTER LEAVING GLACIER NATIONAL PARK.

	Percent		Percent
Shelby Lıbby West Glacier	7.61 6.10 5.09 2.39 1.92 1.82 1.79 1.68	East Glacier Park Browning Cut Bank Polson Butte Other Montana Cities Out of State Other Canadian Cities Not Stated	1.18
Helena	1.52	Total	100.00



—Great Northern Ry. Photo

Little Chief Mountain and St. Mary's Lake

BUS PASSENGER STATISTICS

Percentage Distribution by Origin

	Percent		Percent
Arkansas	0.87	Missouri	6.52
Palifornia	5.65	Montana	0.44
Colorado	0.44	Nebraska	0.87
Connecticut	0.87	Nevada	0.44
District of Columbia	1.74	New Jersey	3.91
Georgia	0.44	New York	7.39
ldaho	1.30	North Dakota	1.30
Illinois	13.04	Ohio	10.43
Indiana	3.04	Oregon	2.17
Iowa	2.61	Pennsylvania	4.35
Kansas	0.44	Tennessee	0.43
Maryland	2.61	Texas	0.43
Massachusetts	1.74	Washington	2.17
Michigan	3.48	Wisconsin	7.83
Minnesota	7.83	Canada	1.74
Mississippi	0.44	Not Specified	3.04
		Total	100.00

A major point of interest in the above tabulation is that over 60 percent of all bus passengers visiting Glacier Park came from states east of the Mississippi River. This figure compares with 17 percent of all passenger car visitors.

Average length of round trip days	22.0
Average length of round trip miles	4,850
Average length of stay in Park (nights)	2.1
Total expenditure per person	\$56.19
Average daily expenditure per person	\$26.76
Total number of bus passenger visitors	*7675
Percent of total Park Visitors	1.5

^{*} Official Park Service data

SUMMARY OF ALL VISITORS TO GLACIER NATIONAL PARK October 1, 1950 — September 30, 1951

IN GLACIER NATIONAL PARK

Average daily expenditure per person by Passenger Car Visitors	\$4.12
Average daily expenditure per person by Bus Passengers	\$26.76
Average length of stay (nights) by Passenger Car Visitors .	1.8
Average length of stay (nights) by Bus Passengers	2.1
Total number of Passenger Car Visitors	*483,923
Total number of Bus Passenger Visitors	* 7,675
Total number of Miscellaneous Visitors	* 8,527
Total expenditure by Passenger Car Visitors	\$3,588,773
Total expenditure by Bus Passengers	\$431,304
Estimated total expenditure by Miscellaneous Visitors	
Grand total expenditure by All Park Visitors	\$4,030.077

^{*} Official Park Service data.

IN MONTANA*

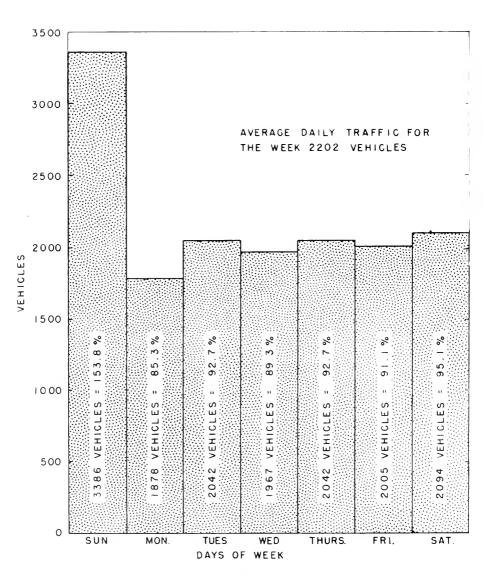
(Passenger Car Visitors to Glacier National Park Only)

Average daily expenditure per person	\$5.52
Average length of stay (nights)	4.6
Total number of Glacier Park Visitors	483,923
Total expenditure in *Montana by Glacier Park Visitors	\$12,287,773

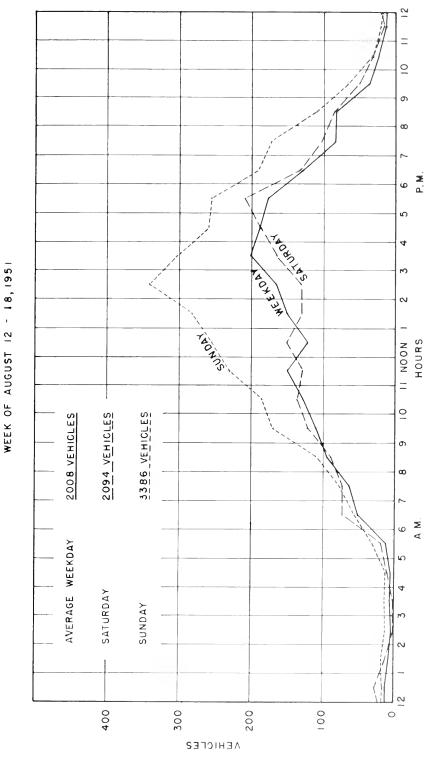
^{*} Including Glacier Park.

GLACIER NATIONAL PARK TOURIST SURVEY DAILY TRAFFIC VARIATION WEST GLACIER ENTRANCE

WEEK OF AUGUST 12 - 18, 1951

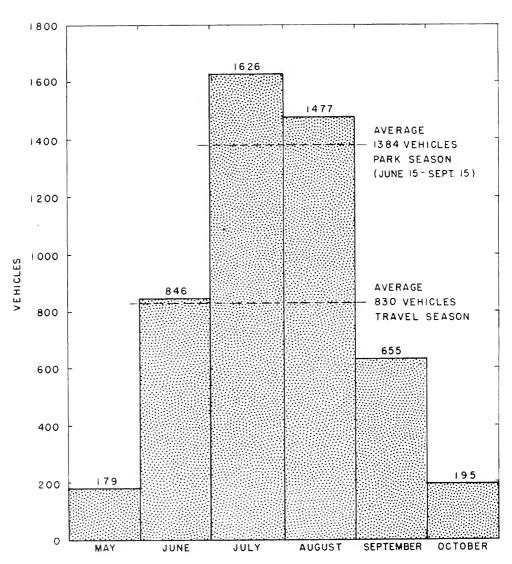


GLACIER NATIONAL PARK TOURIST SURVEY
HOURLY TRAFFIC VARIATION
WEST GLACIER ENTRANCE



GLACIER NATIONAL PARK TOURIST SURVEY AVERAGE DAILY TRAFFIC BY MONTHS GOING TO THE SUN HIGHWAY

MAY - OCTOBER 1951



AVERAGE FOR OCTOBER BASED ON FIRST 15 DAYS ONLY

OVERNIGHT ACCURATIONS USED	1. Motels or Cabins 2. Hotels 3. Tourist Homes 4. Trailers r. Cumping 6. Friends or Relatives		IN WHAT CITY DO YOU PLAN TO SPEND TONICHT?				
			IN WHAT CITY DID YOU SPEND THE WIGHT BEPORE EWTRING THE PARK ?				
			MITT KON CH DID KON				
NONTALA HIGHMAY PLAHHING SUAVEX	CLACIER PAIN: VISITOR SURVEY STATION NO. DESCRIPTION	WEATHE (<u>तस्</u> डी १	ACCOAMODATIONS RAHU HO NI HARA HHIDALD			
			ESTINATED TOTAL MONEY SPENT	ANATNOM			
			FSTINAT TOTAL MONEY SE	GLACIER PARK			
		DESCRIPTIO	TOTAL LEUGTH OF ROUND TRIP	MILES			
			LEUC	SYAd			
		STATION NO.	LENGTH OF STAY (NIGHTS)	ANATMOM			
				GLACIER PARK			
				PRINCIPLE PURPOSE OF TRIP	ОТЯЕК		
	ion	DAY	EM. P.	TO VISIT GLACIŁA PAPK			
OTHER TRUE CONTRACTED	Vacation or Fleasure Visit Friends or Relatives Shortest Route to Destination Business Live or Work in Park	田口	STATE				
		Vacation or Ple Visit Friends or Shortest Route Business Live or Work in	cation or Ple sit Friends o ortest Route	sation or ries sit Friends of prest Route 4 siness 7e or Work in 500	RESIDENCE	CITY	
]. 2. niler 3.	6.vn ţ		STATE OF REGISTRATION			
, , 1	ller se Tr	le Bus	PREV. INTERVIEWED &				
VEHICLE TYFE	Tre	Tra Hou cycl		NUMBER IN VEHICLE			
COLE	Sar Sar &	Fruci Moton Shart		VEHICLE TYPE			
VEH	VEHICLE TYPE 1. Car & Truller 2. Car & House Tru 4. Truck 5. Motorcycle 6. Chartered Bus 6. Chartered Bus			HOOH			

INTERVIEW FORM FOR BUS PASSENGERS Montana Highway Department - Bureau of Public Roads National Park Service Station No. Date

ing ence Park will form	questions will aid in measuring the economic influe of tourists on the area in the vicinity of the k. No signature is necessary and your cooperation be greatly appreciated. Please hand the completed to your bus driver when you board the bus to leave Park so that he may hand it to the Ranger at the ee.
1.	Place of residence: CityState
2.	Was your visit to Glacier Park the principle purpose of your trip from home? Yes No
3•	If answer to above question is No then please check the purpose of your trip: Vacation Visit friends Business Shortest route to destination Other
4.	Length of stay (nights): Glacier Park Montana
5•	Total length of round trip from home: DaysMiles
6.	Total amount of money spent in Glacier Park In Montana (including Glacier Park)
7•	Overnight accommodations used in or near the Park: Motels or cabins Hotels Others
8.	Will you or did you visit Yellowstone Park on this trip from home? Yes

THANK YOU
We hope you have a pleasant trip.